



Extension

UNIVERSITY OF WISCONSIN-MADISON
BROWN COUNTY



Healthy Choices, Healthy Lives



FoodWise is federally funded by the Supplemental Nutrition Assistance Program-Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP). We advance healthy eating habits, active lifestyles and healthy community environments for Wisconsin residents with limited incomes through nutrition education at the individual, community and systems levels.

Who We Serve



802

Total Male
Learners

789

Hispanic

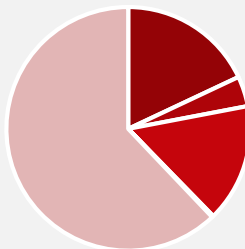


1,845

Total Female
Learners

1,516

Not Hispanic/Latino



■ American Indian or Alaska Native

■ Asian

■ Black or African American

■ Native Hawaiian/Pacific Islander

■ White



2,656

Direct Educational Contacts

2019 Program HIGHLIGHTS

- Somali refugees have had minimal exposure to fresh produce with low consumption of fruit and vegetables. A four-week nutrition series was developed, "Somali Families Eat for Good Health", and delivered in partnership with the Islamic Center Society for a group of ten Somali mothers. **All participants reported using more vegetables and applying food preparation and nutrition skills with their family, also having a goal of reducing the amount of sugar consumed.**
- FoodWise partnered with the Green Bay Area School District through surveys that determined school interests in improving or developing school gardens. **Receiving a 70% response, nine schools received 4 x 8 foot raised garden beds and a garden mentor. A total of 30 beds were installed. After nutrition education at five schools, 60% of teachers observed students eating more veggies at school.**
- Collaboration between the Oneida Food Pantry and Commodity Food Distribution Program with FoodWise provided monthly nutrition education programs. **Participants learned to prepare and share experiences with USDA commodity and traditional foods such as hubbard squash, salmon, corn mush, fresh greens, legumes, blue corn meal, herbs, and wild rice.**

ACHIEVING MORE TOGETHER



UW-Madison Division of Extension works alongside the people of Wisconsin to deliver practical educational programs where people live and work – on the farm, in schools and throughout urban and rural communities. In **Brown County**, FoodWise partners with 27 community agencies to provide direct education and through additional collaborations to make policy systems and environmental changes, helping make the healthy choice the easy choice.

FoodWise Collaborates with the Oneida Nations Tribal School

FoodWise partners with the Oneida school district to build healthy eating skills in a variety of settings and grades. Programs were taught with pre-school children and their parents; third, fifth and eighth grade students during the school year; and grades three and four during summer.

- Preschool children used their senses of touch, sound, sight, smell, and taste to learn that healthy eating and physical activity are fun. Parents learned strategies to help their preschool-aged children learn to enjoy healthy foods, as well as to impact their own eating habits.
- Students in third grade learned about eating from all five food groups using a variety of hands on activities.



50% of students stated intent to reduce sugary drink consumption.

- Fifth grade students learned about the health benefits of eating more whole foods, fewer processed foods and how to navigate through the food environment.
- Students in the eighth grade developed self-sufficiency skills in the kitchen that encourage healthy habits for life. They used hands-on cooking skills to complete recipes, and enjoyed eating their healthy creations at the end of each class. Healthy eating topics included reading nutrition labels and decreasing consumption of high fat foods and sugary beverages.

Pantry Farm Stand Success

Food Wise has been providing leadership for the “Healthy Food Pantry Initiative” in Brown County for the past several years. There has been a misconception among the public that pantry customers do not have much of an interest in fresh and/or healthier foods. The Pantry Farm Stand Pilot has proven differently. Through a United Health Grant, FoodWise worked with Full Circle Farm to set up a produce stand at First Presbyterian Church. Pantry customers saw the farm stand before entering the pantry and were invited to attend a 20-minute class on how to prepare it. After the class, they received a United Health funded coupon for \$10.00 to spend on the produce when leaving the pantry.

Interest and participation was way beyond projection. Normally we have only about 20 people participate in the nutrition education program at this pantry who then receive a non-perishable food item as incentive. With a fresh food incentive, we had 60 people participate in the lesson on preparing fresh vegetables. This was a 67% participation rate, exceeding all other sessions by more than 3 to 1.

Due to the success, United Health has provided additional funding to keep the class going. In addition, FoodWise is collaborating with the Feeding America FarmLink Program to develop a similar model at two additional pantries. Pantry shoppers were so grateful and happy to learn how to prepare the veggies and then to receive them.



"I never thought that I would be able to get to eat food like this!"



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Contact Us!

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